

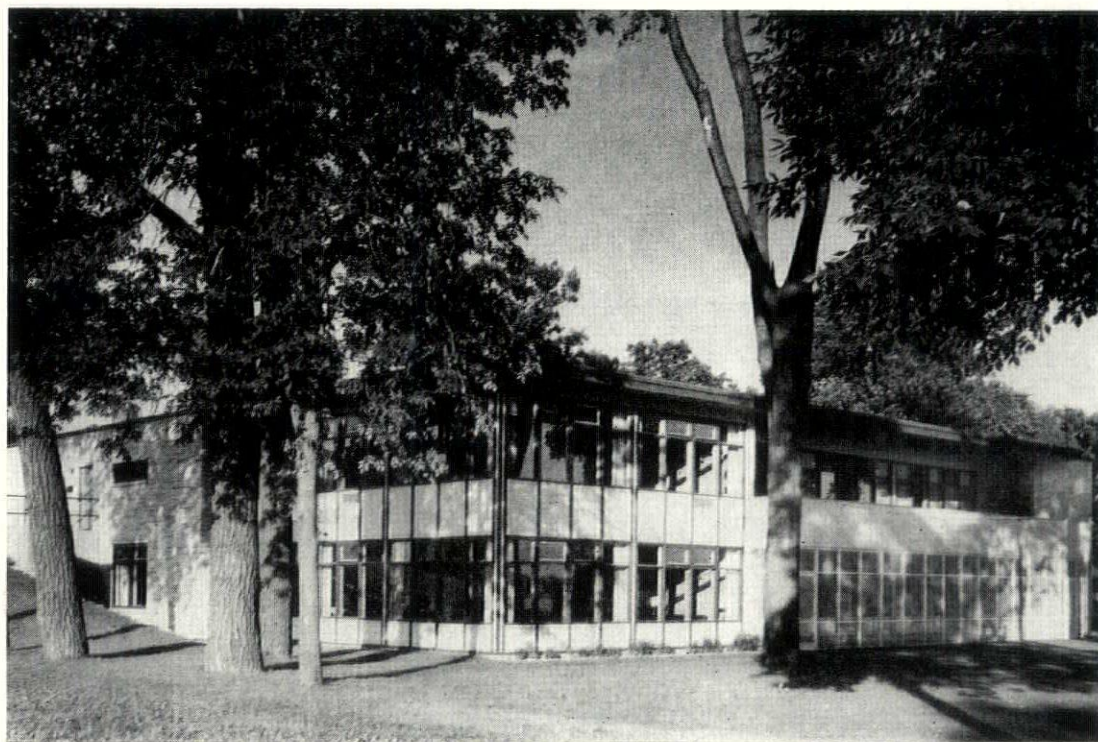
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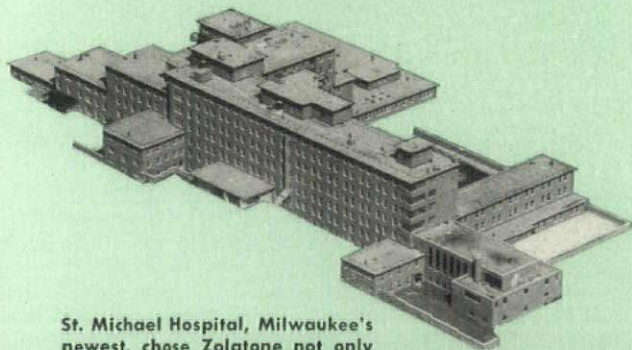
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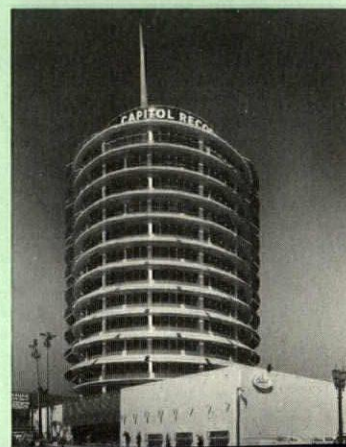


The Beverly Hilton Hotel in Los Angeles, where Zolatone beautifies more than a million square feet of exterior and interior surface.

The Baldwin Apartments in Seattle, another beautiful new structure where Zolatone was selected for its outstanding decorative qualities and durability.



The Capitol Tower in Hollywood, Capitol Records ultra-modern office building, where multi-color Zolatone was chosen for the exterior finish.



Action on the Membership Front

There has been a variety of activity on the membership front in the past month.

Three Wisconsin Chapter men have been accepted by the A.I.A. as new members. Charles Haeuser, Milwaukee, has been advanced from Associate member. Haeuser, the son of the late H. C. Haeuser, is with Grellinger & Rose. A graduate of M.I.T. he won a year's Fulbright scholarship at Technische Hochschule, Aachen, Germany.

Jack Ralph Kloppenburg, Milwaukee, received his degree from the Yale School of Architecture in 1953. He is a member of the Scott, Klop-

penburg & Scott firm.

A senior architect with John J. Flad & Associates, Edward S. Pressly, Mazomanie, graduated from the Institute of Technology in 1948.

Fred A. Wegner, architect for the Milwaukee Board of School Directors, was recommended for acceptance as a corporate member of the A.I.A. by action of the Board of Directors at its September 13 meeting. Accepted as new members were Associate Elmer W. Johnson, Mil-

waukee, and Junior Associates Joachim H. Kostrau, Menomonee Falls, and Nestor R. Siciliano, Milwaukee. Johnson attended Lake Forest College and the Washington University School of Architecture. He is a draftsman with Grassold-Johnson Associates. A draftsman with Brust and Brust, Kostrau is a graduate of a Berlin, Germany, university. Siciliano, who is employed by Donald Grieb, is an alumnus of the University of Buenos Aires.

COVER COMMENT

This month's cover pictures the clubhouse of the East Side Business Men's Club of Madison. Designed for comfort and to meet the need of the membership, this building accomplishes its purpose in every respect. It is the work of John J. Flad and Associates, A.I.A., Madison. For more on this, see pages 10 and 11.

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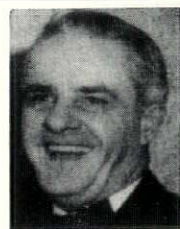
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PREXY'S CORNER



By Arthur O. Reddemann

President, Wisconsin Chapter, A.I.A.

At this writing I am preparing to leave for the Regional Conference in Rockford, Ill., September 26, 27 and 28. I hope to make a report on the proceedings in the November issue of THE WISCONSIN ARCHITECT.

The Board is currently engrossed in a study of the ethics of the A.I.A., particularly Article 2 of the Mandatory Standards contained in Document 330, the Standards of Professional Practice. With the co-operation of our legal counsel, we have been particularly investigating complaints of the submission of preliminary sketches by several firms. The Board has asked those members who allegedly submitted sketches recently to appear at its November meeting.

Such cases are part of a continuing effort by this Wisconsin Chapter to uphold the ethics of our profession. There is currently one complaint filed by the Wisconsin Chapter which is before the Regional Judiciary Committee of the A.I.A. The Board also wishes to remind members that it is their duty to report any violation by A.I.A. members.

One black mark against the profession seems to have been caused by the refusal of a number of offices to accept residential work. The chapter office too often receives

calls asking if architects do house work; the complainant can't find an architect who will even discuss a commission. We are fortunate when we do hear these complaints; we can at least take some action to repair the ill will created. But what about those owners that are left with the effect of poor public relations? Perhaps in the following year or two, the same man wishes to erect a factory, or the board of which he is a member contracts for a new school. Is it likely that he then would turn to the architect that was too busy or too disinterested to create a home for him? By the same token, should he have had pleasant relations with an architect who designed his home, there would be no doubt who would receive his vote for a new addition to the plant where he is a member of the Board.

The Wisconsin Chapter, A.I.A., has reserved an exhibition booth at the Wisconsin Association of School Boards convention to be held January 23 and 24, 1958, at the Milwaukee auditorium. The Public Relations committee, headed by Chairman Roger Herbst, will arrange for the manning of the booth. Present plans call for the distribution of our newly revised booklet, "Why, Where, When, How, You Retain an ARCHITECT" to be a part of the display.

Ancient Architecture

*A Medico-Historical
Investigation*

*By Karl E. Kassowitz, M. D.**

*Associate Clinical Professor of Pediatrics,
Marquette University School of Medicine.

The holy shrines of antiquity in Europe and Asia seem to speak out to the awestruck visitor from the New World: "We have arisen to the greater glory of God. What about your sky-piercing structures? Are they not the monuments to the greater comfort of men?" One scriptural retort to this is: Babel. "Go to, let us build us a city and a tower whose top may reach unto heaven. . . . So the Lord scattered them abroad from thence upon the face of all the earth: and they left off to build a city." (Gen. XI, 4-8.) Is this not an indication that in God's sight, size is less important than spiritual integrity?

In this investigation we shall consider, besides questions of size and scope, the means and the effort which went into the erection of each particular edifice. We shall ask ourselves as we contemplate each building, whether its architects and overlords had consciously striven for the greater glory of God in its creation.

If we look at contemporary American and European production in general, we realize that just about all the implements of life were designed to come under the common denominators labor-saving, material-saving, money-saving while still remaining marketable. In modern building even the apparently most extravagant skyscrapers, terminals, and Pentagon-type office buildings are planned with the overriding idea of function and economy. This utilitarian motive, we submit, represents the main contrast between contemporary architecture, no matter how monumental in scope, and the stony sediments of history before the machine age.

In order to assess the power that went into the erection of the giant landmarks of history, we have to wander off the beaten track of mere esthetic evaluation and arrive at an estimate of the actual energy in terms of human physiology. It may seem preposterous to draw a com-

parison between two extremes of monumental architecture like the Empire State Building and the Pyramids of Egypt and Mexico, yet it will bring into focus the incomparable technological differences between these two types of projects and it points up the almost incomprehensible problems of motorless engineering and of harnessing the crude aggregate muscle strength of human anthills.

While it can be readily ascertained how many man hours of labor have been spent and paid for in the construction of the tallest skyscraper, a similar record has been handed to us by the Greek historian, Herodotus, (1) of the vastest building ever erected by human hands, the Pyramid of Cheops. He writes: "A hundred thousand men working three months a year during the Nile floods for twenty years . . . placed the two million and a half blocks of stone, each weighing two and a half tons, to form that ageless monument."

For the fun of it, one can easily transpose these data into more popular, if not more intelligible, astronomical figures: 15-20 billion pounds of stone piled on each other in 20-30 billion working hours. One theory as to the technique of construction is that the sands of the desert had to be piled up and packed on a slant alongside the rising structure in order to enable the human ants to pull up the gigantic building blocks into place. In those days the average human life span most likely reached barely into the upper twenties or early thirties. The main causes of this short life expectancy must have been malnutrition, overwork, and epidemics, just as they are today in certain overpopulated and economically backward countries like India and China.

As to the problem of overwork, research in muscle physiology has shown that there are four stages of muscle contraction: (1) insufficient stimulation with less than optimal contraction, (2) optimal stimulation with optimal contraction, (3) muscular fatigue due to overloading with recovery after rest periods, and (4)

muscular exhaustion with lasting damage.

The fact that these tremendous structures could actually be carried to completion, utilizing mere human muscle power assisted by some more or less primitive mechanical devices, attests to the genius of the planners and organizers. Being complete masters over the bodies and souls of their fellowmen, they must have utilized an uncanny insight into the physiological limitations of the human beast of burden in order to obtain the greatest amount of efficiency for their projects.

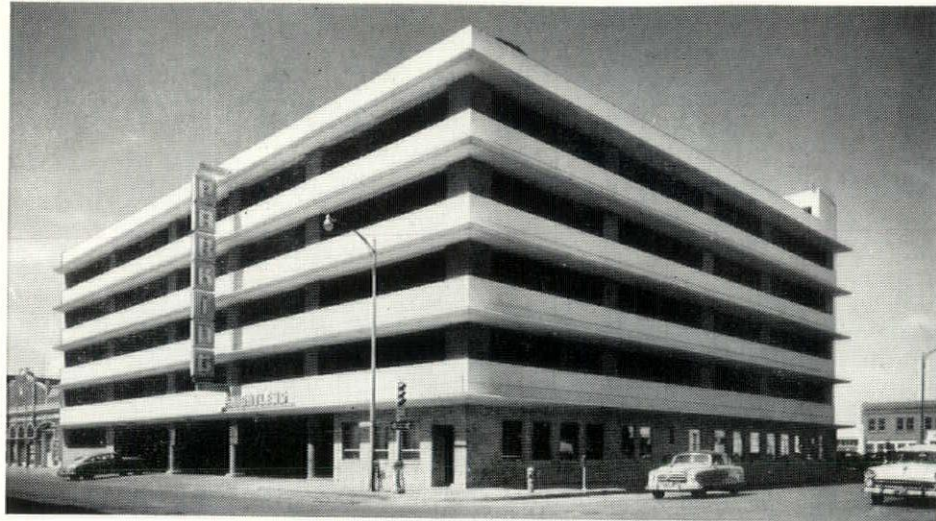
Similarly, we might judge all the other monumental buildings of antiquity and the Middle Ages. The temple of Baalbek in Lebanon built in the 2nd Century A.D., the individual building blocks weighing between 500 to 1000 metric tons, while modern weight-lifting machinery can handle material only up to 200 tons a piece, then the medieval churches, monasteries and castles perched on rocky pinnacles and mountain tops like the monastery on Mount Athos in Greece, Monte Cassino in Italy, Montserrat in Spain, and Mont St. Michel in France, to mention only a few.

There is a great temptation to question the glory of ancient church architecture in the light of basic Christian principles, as revealed in the Gospels. We know that pre-Christian religions had their material and spiritual center of worship in monumental buildings like the temples of Athens and Olympia, the Hindu and Buddhist Shrines of India and China, the Roman palaces to the gods and goddesses and to the divine Caesars. It would be hard to imagine the religious residue, or even the spiritual void in some instances, after deducting these places of devotion with the human misery that went into their construction.

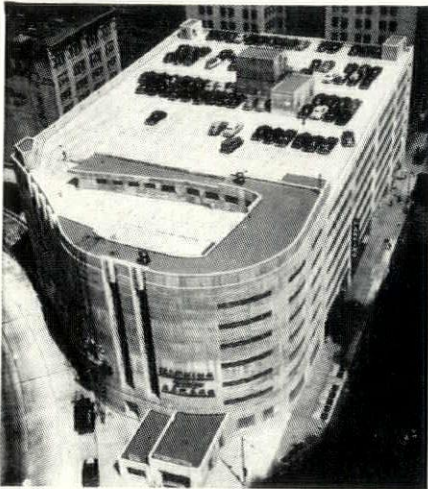
The most important edifice from the point of view of the immediate pre-Christian past we must consider to have been the great temple of Zion in Jerusalem. The question

(Continued on Page 16)

Knightley Parking Garage, Wichita, Kan.
Architect: Overend & Boucher, Wichita



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Texas National Garage, Houston, Texas
Architect: Kenneth Franzheim, Houston

Municipal Parking Garage #10, Chicago, Ill.
Architect: McClurg, Shoemaker and McClurg, Chicago



Milwaukee Division Has Panel Discussion Meeting

An interesting meeting of the Milwaukee Division last month included a panel discussion by prominent members on a variety of topics. All speakers made interesting points in their presentations.

Architects must try to become much more "master builders" than they are today, Wallace R. Lee, Jr., told members.

Lee, a member of the firm of Maynard Meyer & Associates here, made the comment during an open discussion on architect-owner relations at a meeting at the City club.

MUST TRUST CONTRACTOR

"The owner hires us to do a job for him," Lee remarked, "yet we have no way of guaranteeing that this job will be done."

The basic problem, according to Lee, is that after the architect has designed a building, he then has to trust someone else (the contractor) to turn his ideas into substance. A poor contractor can put up a building which is not fully satisfactory or

can let costs rise too high, he said.

Another problem that architects face is that owners sometimes fail to understand that architects don't buy materials nor labor and thus are not in a good position to make exact estimates of costs, Francis J. Rose of Grellinger & Rose commented.

ANSWER IS SUGGESTED

One answer to this problem, Maynard Meyer suggested, is to have a contractor estimate the cost from preliminary drawings. He said that was done on the Memorial Center.

"The contractor's estimate was almost the same as his bid on the building from the completed plans," he added.

Because of the interest in the initial topic, the architects postponed discussions of such matters as fees; legal problems with clients and contractors; the advantages and evils of neighborhood building control boards; changing attitudes of courts to the architect's and engineer's responsibilities and danger points in specifications.

COMMITTEE IS NAMED

Panel members were Ralph Kloppenburg, Fritz Von Grossmann, Willis Leenhouts and Rose. Meyer was moderator.

John Jacoby, division president, appointed Frederick J. Schweitzer chairman, Leenhouts, A. A. Tannenbaum and Von Grossmann to a committee to meet with a similar Milwaukee Builders' Association committee to work on common problems.

HELP FOUNDATION AS CHRISTMAS GIFT

All suppliers, builders, groups or friends of the Wisconsin Chapter, A.I.A., were asked by the Board of Directors last month to omit any Christmas gifts this year.

Instead, the Board urged, any such sentiments of the Holiday season should be expressed by a contribution to the Wisconsin Architects Foundation.

The Foundation is a non-profit organization which is created by contributions from Wisconsin members and others, and all funds are used to assist worthy Wisconsin architectural students in accredited schools with small grants of money.

Last year, 11 such grants were made. These were given upon recommendation of the deans of the schools concerned.

For further information on any phase of the Foundation, interested persons are asked to write to the Wisconsin Architects Foundation, 759 N. Milwaukee Street, Milwaukee, Wisconsin.

Francis J. Rose is president of the organization.

GRIEB SPEAKS

Donald Grieb, Milwaukee member of the Wisconsin Chapter, A.I.A., was speaker on October 16 at a meeting of parents and students of Rufus King High School, in Milwaukee.

He spoke on the subject of Architecture as a profession.

It was another in a series of fine public relations projects carried out by various members in recent months.

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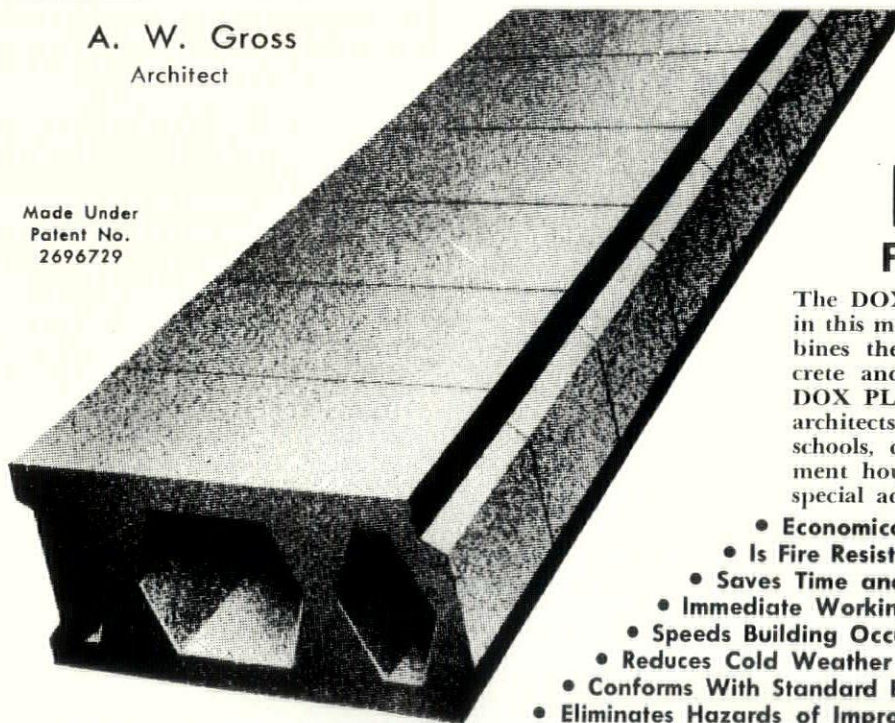
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Foundation Has Helped Five Worthy Students

Five students at four separate universities have been named recipients of grant tuition awards in the study of Architecture, according to an announcement made last month by Francis J. Rose, president of the Wisconsin Architects Foundation.

The Foundation is an organization designed to assist worthy students in pursuing the study of Architecture, and each year many members of the Wisconsin Chapter, A.I.A., make contributions to the cause. All funds received are used to help students.

The fact that architectural schools are deeply appreciative of the Wisconsin Chapter grants is evident from letters received. Following are excerpts from some of them:

"Let me say, in behalf of all here at the University, that such aid as this is indeed heartwarming . . . be assured you will always be in our most grateful thoughts."—Rev. John J. Cavanaugh, C.S.C., director of the

University of Notre Dame Foundation.

"On behalf of the Department of Architecture and the University, I wish to express my gratitude to your organization for granting such an award to one of our students."—C. E. Stousland, Chairman, Depart-

ment of Architecture, Miami University, Oxford, Ohio.

"I have just learned of the gift . . . made by the Wisconsin Architects Foundation . . . and want to take this opportunity to express our appreciation for this tuition aid to a deserving student."—J. T. Rettaliata, President of Illinois Institute of Technology.

In addition, a Wisconsin student at the University of Illinois has also been aided by a grant from the Foundation, Rose reported.

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FOUNDATION, 759 N. Milwaukee St.,
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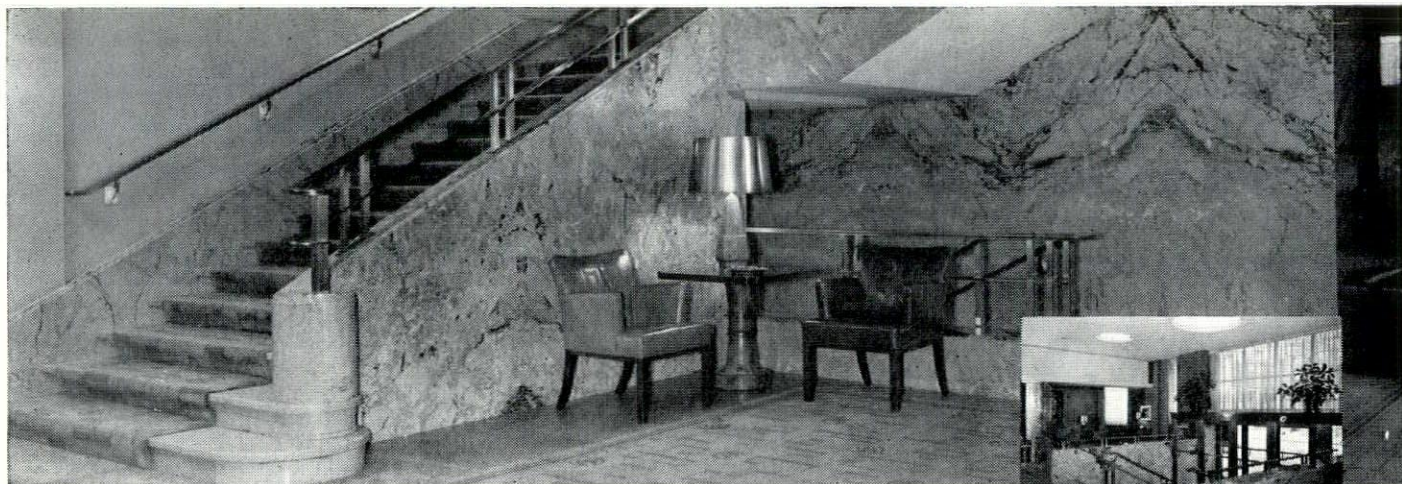
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Warning Made on Possible Jurisdictional Disputes

Indications point to possible jurisdictional disputes in resilient floor covering, asphalt and rubber tile, and roll and sheet linoleum installations, following a bulletin released last month by the Carpenters' District Council of Milwaukee, Waukesha, Washington and Ozaukee Counties.

The Council has asked that architects assign such work to carpenters, rather than other trades, using as their authority Section III of the Labor Agreement in effect between the Floor Covers Association of Milwaukee County and other groups, which defines their jurisdiction.

Following is the bulletin released last month by Ralph Bowers, business manager of the Council:

The Milwaukee Carpenters' District Council, representing our affiliated Linoleum Layers L. U. No. 1181, A.F.L., finds it necessary to take steps to protect the trade jurisdiction of our organization in order to retain

work for our members.

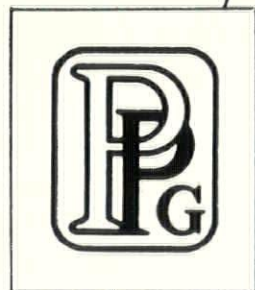
Over a period of many years agreements have been made with other building trades unions, which have been of mutual benefit and prevented many disputes on the job. One of the decisions now in effect, was rendered by P. W. Eller, National Referee, on July 6, 1942. Complete jurisdiction of Asphalt and Rubber Tile, Roll and Sheet Linoleum was awarded to the United Brotherhood of Carpenters and Joiners of America, in all territory East of Kansas City, Missouri which includes the Milwaukee Area. There have been instances where the jurisdiction of our Local Union No. 1181 has been invaded by another Union contrary to this decision.

The following is a copy of Section III of the Labor Agreement in effect between the Floor Covers' Assoc. of Milwaukee County, the Allied Construction Employers Assoc. and the Milwaukee Carpenters' District

Council which defines our jurisdiction:

ARTICLE III — JURISDICTION

"This Agreement shall cover all work which consists of cutting, fitting, taking up and laying of new and old carpets, carpet matting, linoleum, cork, linen crash, linoleum and rubber on walls, sink tops, floors and ceilings, all resilient tile or cork, rubber, linoleum, mastic, asphalt or other composition tiles for floors, walls or ceilings. Hand and track sewing, drilling of holes for sockets and pins, waxing of linoleum, rubber and all other above-mentioned floor, wall or ceiling covering. Fitting devices for the attachment of carpet and other floor coverings, including metal edging on steps and openings for the protection of linoleum and other floor coverings, the priming of concrete, the spreading of all adhesives and the preparation of cracks and expansion joints. All persons employed on work as above specified shall be members in good standing of the UNION. All of the jurisdiction and conditions shall be governed solely by this AGREEMENT."



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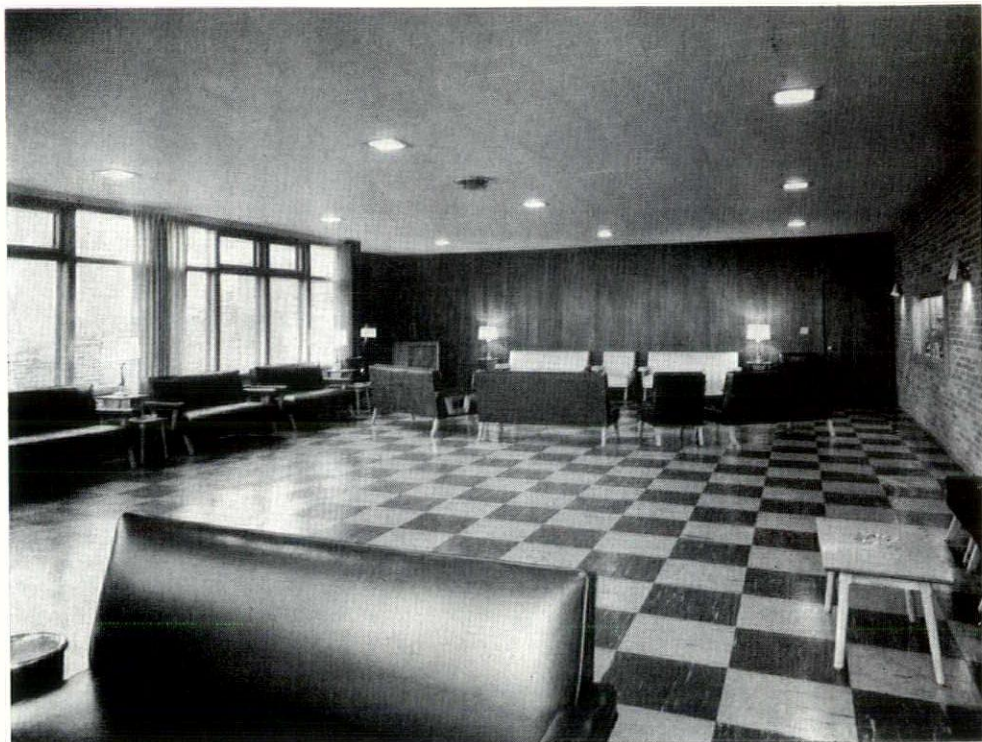
Our
47th
Year



Designed for Comfort

Some views of the East Side Business Men's Club House in Madison. The work of John J. Flad and Associates, AIA, Madison.

(Also, see front cover)



FOR LOUNGING

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INTERIOR

Three Helpful Booklets Available

Copies of three booklets of importance to architects are available to the membership.

They are, "Why, Where, When, How . . . You Retain an Architect"; "When You Want to Build"; and "Standardization Specification Outline."

The first of these has been changed somewhat. The changes incorporated in this revised booklet resulted from suggestions made by members following publication of the first edition of the fee booklets. They include, among other things, a change in the recommended minimum fees, an extension of the dis-

cussion of extra services and special cases.

It has been urgently recommended by both the Board of Directors of the Wisconsin Chapter and the Fee Committee that all offices make use of these booklets. They should assist in better understandings between the architect and owner, and help reduce misunderstandings.

Booklets are available for purchase through the Chapter office, 8416 W. Lisbon Ave., Milwaukee 16, Wis. "We feel the combination of these books will make your job of public relations an easier one," President Arthur O. Reddemann said.

Enclosed is my check for \$.....

Please send the following booklets @ 15c each:

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.....copies "When You Want to Build"

.....copies "Standardization Specification Outline"

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NE Division Meets at Oshkosh

An important meeting of the North-eastern Division of the Wisconsin Chapter, A.I.A., was held on Sept. 16. Following are official minutes of the meeting, as prepared by George Narovec, secretary-treasurer of the group.

By **GEORGE NAROVEC**

The regular meeting of the North-eastern Division, Wisconsin Chapter of The American Institute of Architects was held at the Hotel Athearn, Oshkosh, Wisconsin, Monday, September 16, 1957.

President Leonard Reinke called the meeting to order. Minutes of the last meeting were approved, as read, by the Secretary-Treasurer, as well as the Division's financial report.

Mr. Percy Brandt reported that, to date, he has received no additional information in reply to his request concerning the N.A.R.A.

Mr. Karel Yasko, Chairman of the Research Committee on color in building material, outlined this Committee's activities, and a brief preview of a "Log Book" pertaining to prospective Architects. Some of the highlights of this report were:

"What can be done by the A.I.A. members to advertise and yet be ethical?"

"What is being taught in the schools?"

The Committee is in the process of standardization and establishment of standards. The problem is to standardize color names and values and make them a universal language and uniform color designation. Considerable pressure is being exerted by Martin-Seymour paints to accept their color names.

A report on the forthcoming State Convention which is a competition planned for architectural draftsmen

with prizes given for the best sheets was given by Mr. Julius Sandstedt. Additional information will be presented at a later date.

Inasmuch as Mr. Robert James Sajbel of Wausau, Wisconsin, was not present to receive his Associate Membership Certificate from Mr. Reinke, Mr. Yasko will deliver it to him.

A total of 22 members and their guests enjoyed two movies. "Spec-kled Trout Highlights," presented by Mr. Percy Brandt and a colorful history of Mosaic in Architecture from ancient to present times entitled "The World of Mosaic."

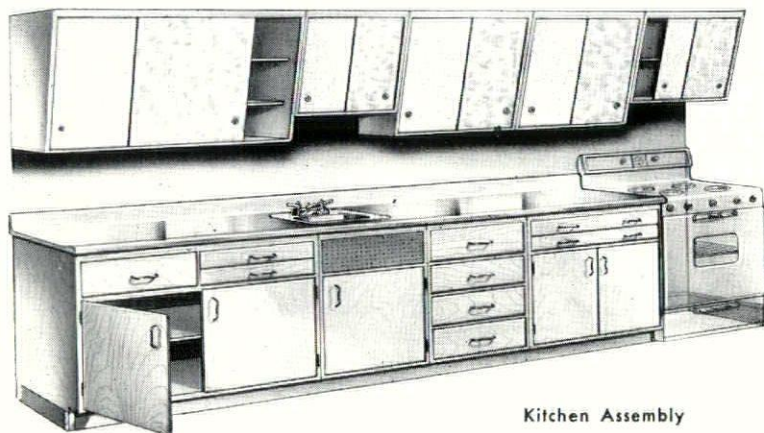
The next meeting will be held the first Monday in November at the Appleton Elks Club with arrangements made by Mr. George Narovec, secretary.

Adjournment was at 10:20 p.m.

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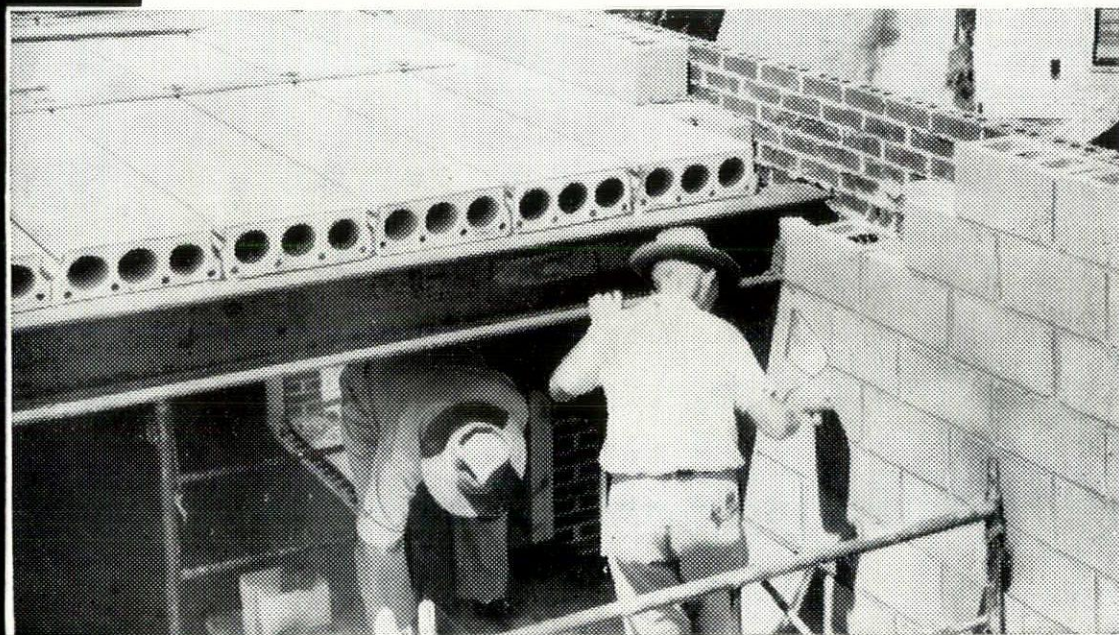
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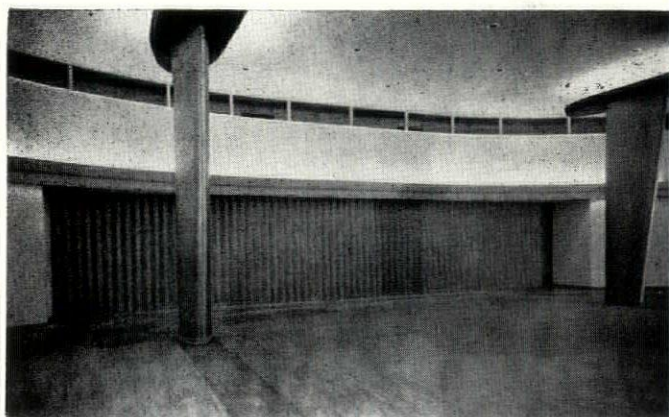
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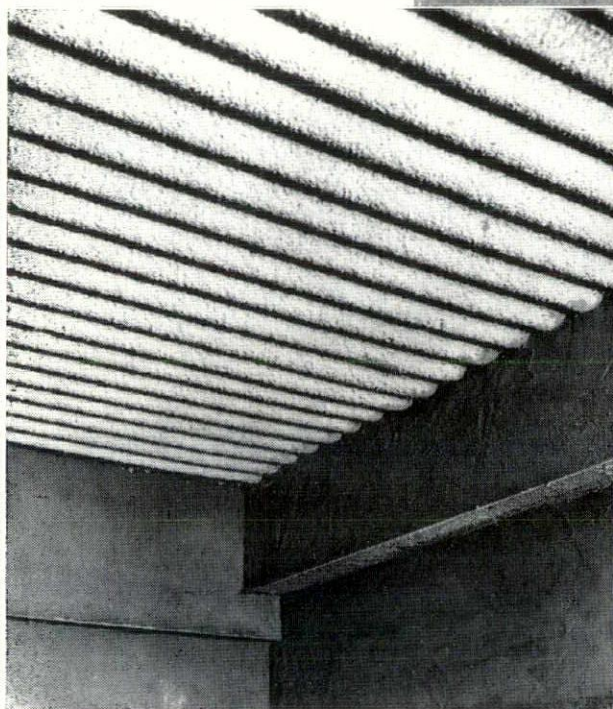
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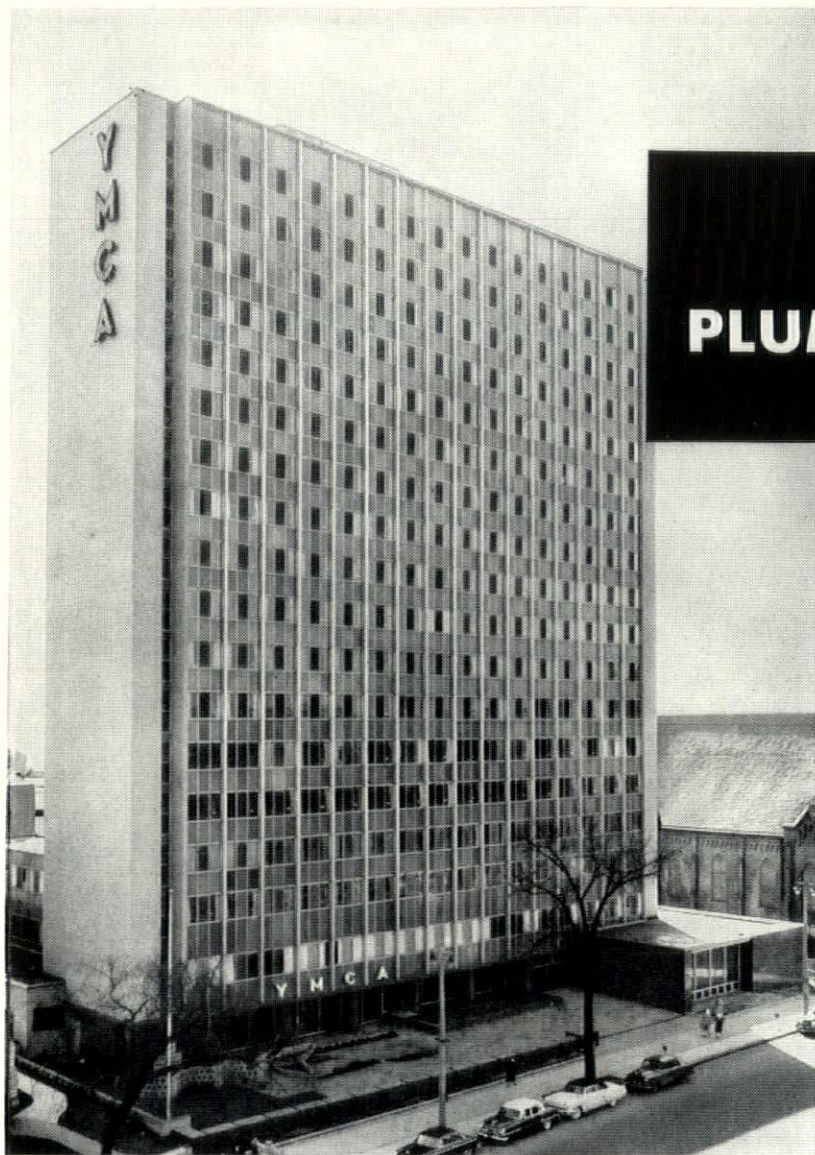
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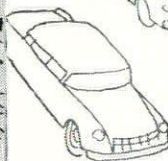
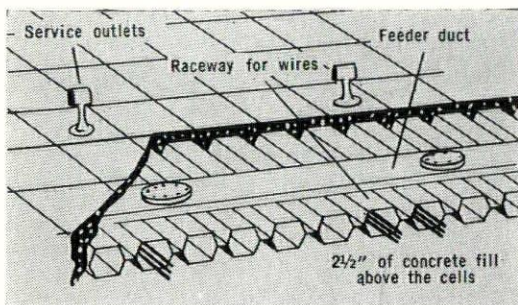
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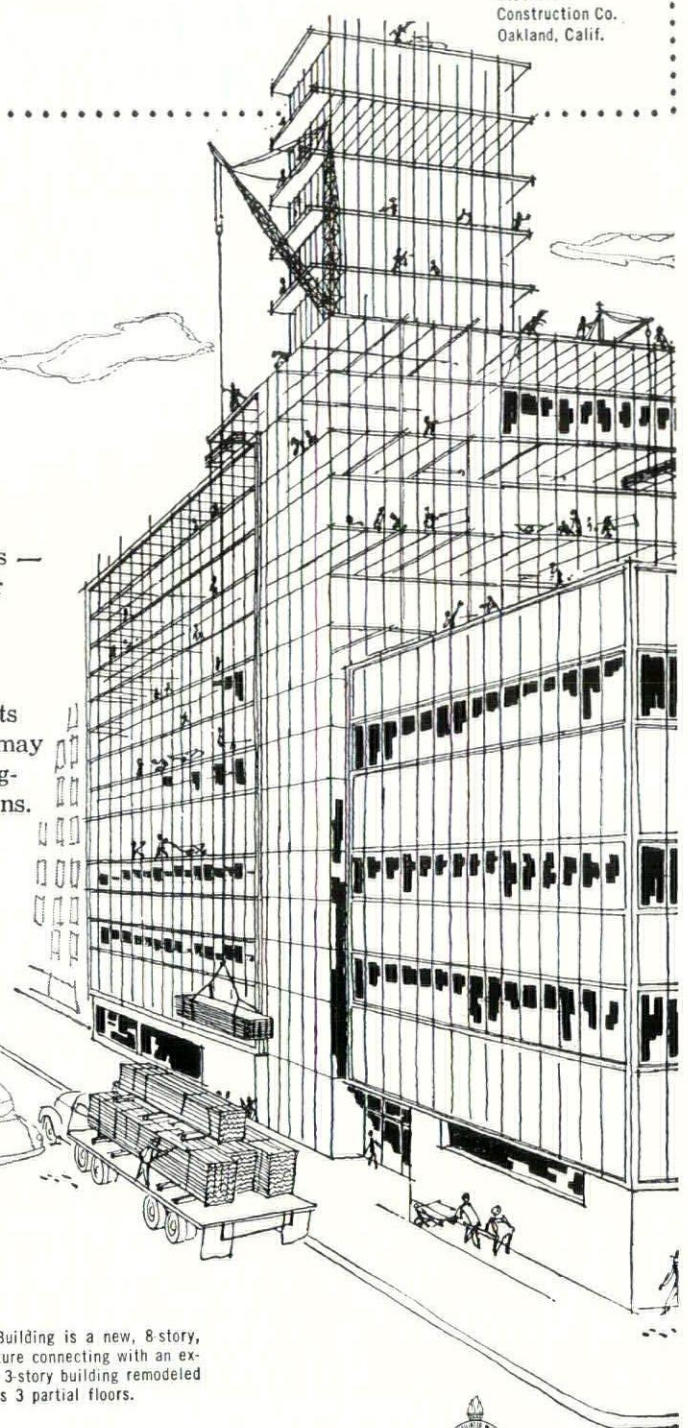
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